

**State of North Dakota
North Dakota Department of Human Services
Medical Services Division
600 E Blvd Ave, Dept 325
Bismarck, ND 58505-0250**

**SOLICITATION AMENDMENT 2
APRIL 8, 2014
RESPONSES TO QUESTIONS AND REQUESTS FOR CLARIFICATIONS**

You are invited to participate in the following State Procurement Opportunity.

Solicitation Number: 325-14-415-005

Type: Request For Proposal

Title: Direct Service Workforce Marketing

Issuing Agency: Human Services, Department of - Medical Services Division

Issued: 03/26/2014

Deadline for Questions: 04/02/2014 03:00 PM CT

Closes: 04/16/2014 03:00 PM CT

Procurement Officer: Karen Tescher

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Short Description: To procure proposals for the development and implementation of a marketing plan to increase and promote the career of Direct Support Professionals.

Instructions: Click the link below to view this solicitation. Contact the Procurement Officer if you have any questions or are unable to obtain the documents from the website.

<https://apps.nd.gov/csd/spo/services/bidder/displaySolicitation.htm?solNo=325-14-415-005>

If the above link does not work:

- Go to www.nd.gov/spo

- From the left menu, click Bids and Contracts - click Current Solicitations

- Recent Solicitations are listed by close date.

Questions and Answers:

1: My firm is interested in submitting for the Direct Service Workforce Marketing RFP you have issued due to our extensive background and success working with other government health care.

My question is does the winner of the contract need to be in North Dakota? My agency is located in Washington State.

A: No, the winner of the contract does not need to be in North Dakota.

Proposals will be accepted from an offeror that is not currently an approved vendor on State's bidders list; however, the offeror must be eligible to, and will be required to, become an approved vendor prior to STATE's approval of the final contract resulting from this RFP.

To become an approved vendor, an offeror shall:

- 1) register with the North Dakota Secretary of State (fees apply), and
- 2) submit a completed Bidder List Application for a U.S. Based Business (SFN 53655) to the North Dakota Vendor Registry Office.

Offeror may access Office of Management and Budget Vendor Registry to verify whether the offeror is currently an approved vendor on State's bidders list or may register on-line to become an approved vendor. The Vendor Registry is located on-line at:

North Dakota State Procurement Office

Web site: <http://www.nd.gov/spo/>

For assistance contact: 701-328-2773 or infospo@nd.gov

2: How much is the wage range for DSPs per hour?

A: Direct Support Professionals wages average \$15.20 per hour; Qualified Service Providers paid as individuals average \$19.20 per hour; Qualified Service Providers paid as agencies average \$26.36 per hour; and Certified Nursing Assistants are paid depending on which facility they are working at and may vary, but, on average, \$15.00 per hour.

3: Is there formal training required prior to application for a DSP position or does this program provide all of the training required?

A: Direct Service Professionals all have training, including competencies, which they must meet depending on which area of service support they are a part of.

4: Is there a formal job description for a DSP or list of duties that might fall under this title that you can provide to us?

A: No, each area should be contacted to gain understanding of their specific job duties.

5: Is the target audience based on the current age distribution of DSPs?

A: Yes, however the successful offeror will be expected to explore other potential target audience groups.

6: Does the Medical Services Division currently attend any job fairs?

A: Yes, occasionally, and it is anticipated that this would be an ongoing activity.

7: Is there a central place where DSPs can apply or a central website or page for more information once they're interested?

A: No, STATE is anticipating that the successful offeror will help establish a central website for additional information for interested parties.

8: Is there an existing process or resources for the recruitment of DSW applications statewide? If so, how does it work?

A: No. This will be established through the successful offeror.

9: Do DSW applicants in North Dakota need specific training or certification?

A: Yes, this varies according to the type of direct service workforce provider and the population they will be serving.

10: Is there currently a comprehensive database of available DSW positions in the state? If so, how is it populated and maintained?

A: No. There are various lists, however not a comprehensive list.

11: How do potential candidates learn if there is a job opening in their area?

A: Various agencies would use media opportunities to recruit employees i. e. newspaper, billboards, TV, Job Service etc.

12: Recognizing that there may be impediments to statewide recruitment for DSW positions (i.e. remote geography, difficult hours, emotional attachments to patients, limited pool of candidates, low pay), what do you consider to be the most marketable aspects of this work? In other words, what desirable traits would the ideal candidate possess?

A: Opportunity to advance professionally, making a difference in someone else's life, and quality pay. Candidate would possess traits such as: honesty, integrity, caring, strong work ethic, professionalism, and creativity.

13: What is the measure of success for this project?

A: The development of effective marketing strategies that can be reused over time, and establish a user friendly website that results in increased interest in DSW positions.

14: Are there existing goals and objectives for the marketing plan?

A: Please refer to the Scope of Work provided in the RFP.

15: Is there a specific person/department/office on the state level that is assigned with across-the-board responsibility for this project?

A: Karen Tescher, Assistant Director Long Term Care Continuum; Medical Services; Jake Reuter, Administrator of the Money Follow's the Person; and with day to day involvement of the Direct Services Workforce Coordinator, Susan McNeil.

16: What is the anticipated communication process between the agency/vendor and the accountable leadership from the state level?

A: Please refer to the information provided in the Scope of Work. STATE would expect the timelines to be established and regular reporting and communication to assure that all aspects of the plan are being met. This may include face to face meetings, telephone conferences, written reports, or all of the above.

17: The stated target audience for this recruitment development is listed in the RFP as "women 25-54, college students, and high school students." Considering the widespread diversity that exists among these groups, is there an opportunity to define a target audience(s) that is more specific?

A: No, STATE believes all of these audiences are vital to assure that all prospective candidates for choosing the DSW field are included.

18: Section 4.03 of the RFP, Understanding of the Scope of Work / Project

Methodology states:

An offeror shall provide a detailed marketing plan which includes, at a minimum, the requirements of Section 2.03 Scope of Work of this RFP.

Does this mean that the marketing plan is not meant to be included in the offeror's proposal, but is to be produced after the contract is awarded? Please clarify.

A: The marketing plan is to be included in the offeror's proposal.

19: How will the success of this campaign be measured?

A: The development of effective marketing strategies that can be reused over time, and establish a user friendly website that results in increased interest in DSW positions.

20: If the campaign focus is increased awareness, is there a plan to convert awareness into interest, and interest into action?

A: Yes, the intended result of the marketing plan would include awareness, interest, and action.

21: What are the types of jobs/titles that fall under Direct Service Professional (DSP)?

A: Direct Service Workers include all of the following entities: Qualified Service providers, Direct Support Professionals, Certified Nursing Assistants. This may not be an all-inclusive list of interested parties.

22: What salary range could a potential DSP expect to receive?

A: Please see the answer to Question 2.

23: What are the specific qualifications of a DSP, including level of education?

A: Generally, they have a high school education, but is not required.

24: Do we need to include printing costs for the tool kit pieces? If so, can you provide a quantity for the tool kit?

A: Yes, approximately 5,000 kits.

25: How will the tool kits be distributed?

A: Generally, they would be distributed through the STATE while attending job fairs.

26: Do we need to include any distribution costs in our plan?

A: It depends on the type of tool kit that is created and the methods/media that the successful offeror plans to use to relay the information.

27: Do you have existing research we can use to help determine the most compelling message?

A: No.

SOLICITATION AMENDMENT

ACKNOWLEDGEMENT

SOLICITATION NUMBER AND TITLE: 325-14-415-005

Direct Service Workforce Marketing

Issuing Agency Human Services, Department of - Medical Services Division
North Dakota

AMENDMENT NUMBER: 2

By my signature below, I hereby acknowledge receipt of and compliance with this amendment to the above referenced solicitation.

NAME OF BIDDER OR OFFEROR

MAILING ADDRESS

PRINTED NAME

SIGNATURE

TITLE

DATE